Colorado
Secretary of State
BUSINESS INTELLIGENCE CENTER

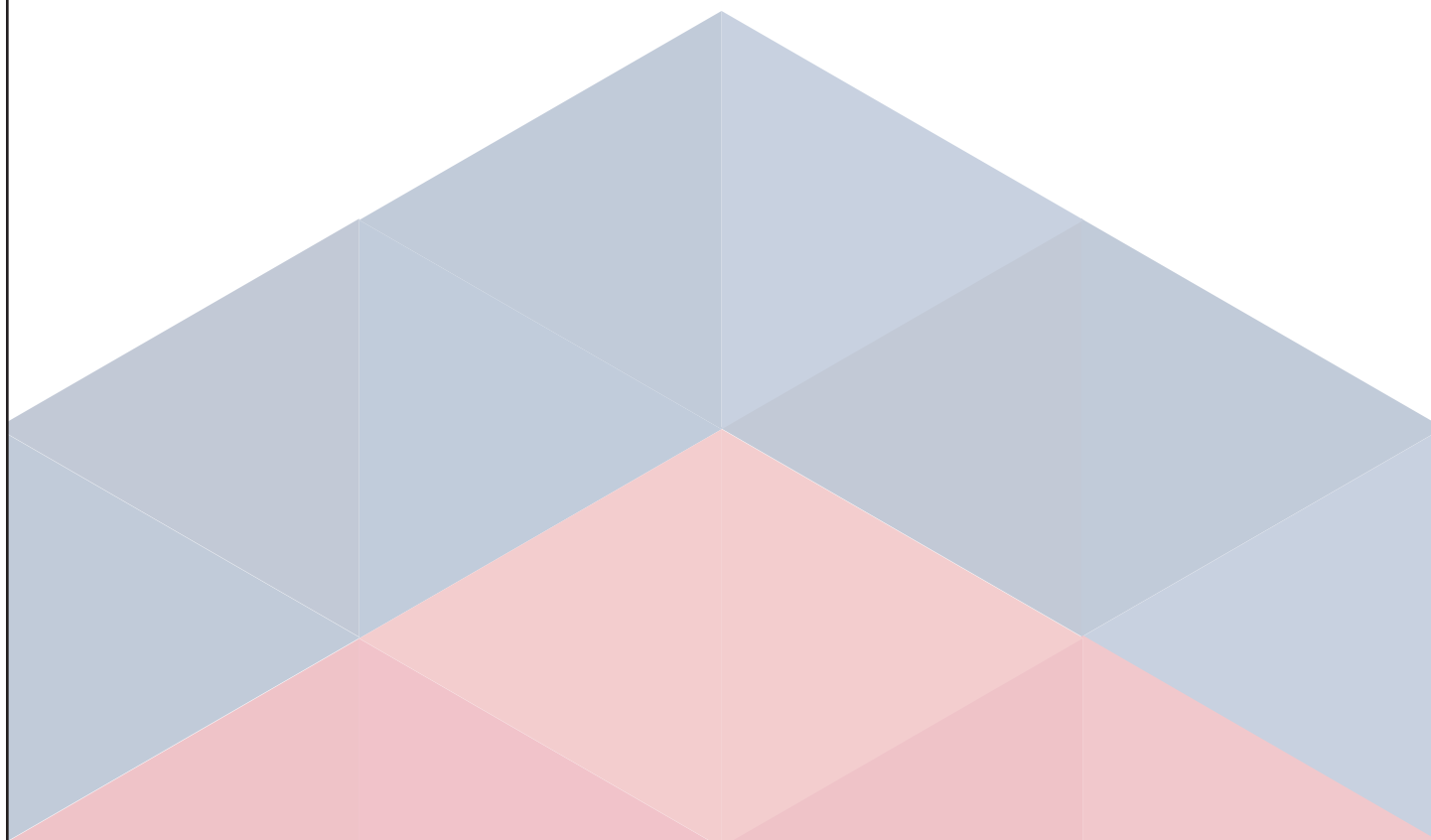# 2020 ANNUAL REPORT

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Message from Secretary Griswold

My Fellow Coloradans,

 We have all been living in a new and rapidly changing reality that has impacted Colorado businesses – and the state programs that support our businesses. One impact of the COVID-19 pandemic was the hard decision to cancel the 2020 cycle of our Go Code Colorado competition. Our cancellation came shortly after we launched our competition kick-off events in Denver and Grand Junction.

Though we halted the competition for 2020, our team has spent the past months engaging with the business community to offer support. We have also taken this time to evaluate Go Code Colorado, and the Business Intelligence Center (BIC), so that we can best serve Colorado businesses when we begin the next competition cycle.

Our office continues to be dedicated to solving problems and helping Coloradans pursue their version of the American Dream. The purpose of BIC is to gather, secure, and make available to the public vast amounts of data from state agencies and local authorities. Through outreach and technical support to both the public and private sectors, the program helps facilitate the utilization and understanding of public data. BIC hosts meetings, trainings, public forums, and competitions to successfully connect government and public data with Colorado's entrepreneurs and innovators. Competitions like Go Code Colorado have helped Coloradans develop creative solutions to problems facing the business community and our state.

We would like to thank the hundreds of talented individuals, state agencies, local authorities, universities, entrepreneurs, and analysts that are an integral part of BIC's success. We look forward to continuing to work together to provide tools to help Colorado businesses tackle emerging issues and to succeed – and we're excited to present changes to BIC and our Go Code Colorado competition for 2021.

Jena Griswold
Colorado Secretary of State

About the Business Intelligence Center

The Business Intelligence Center (BIC) - Per Colorado revised statute 24-21-116 (3), "The business intelligence center program is created within the department of state. The purpose of the program is to streamline access to public data and provide resources to make the data more useful...".

The mission of BIC within the Colorado Secretary of State's Office is to support the advancement of Colorado businesses by streamlining access to public data and providing resources to make that data more useful. BIC accomplishes this by engaging in:

- **Data Curation**: Identifies data sets that are of high value to the business community.

- **Agency Support**: Facilitates technical aspects of working with State, County, and City agencies to regularly upload data sets to a central location (the Colorado Information Marketplace).

- **Data Intelligence Resources**: Creates workshops and eLearning tools to help users access public data and to answer business questions. (Data Workshops)

- **Community Engagement**: Engages with the technology, data, education, government, and business communities to put the power of public data in the hands of Colorado businesses through Competitions (Go Code Colorado).

Since 2014, BIC has worked to create a strong platform for public data in the state, and to educate and create awareness of the use of public data for the good of Colorado businesses.

As the landscape of public data – and business – in Colorado has changed radically since BIC's inception in 2014, 2020 has been a time of action and reevaluation, so that we can best serve Colorado's needs in the future.

This 2020 Annual Report captures highlights of BIC program accomplishments in these areas, and lays a path for the future of BIC.

2020
Go Code Colorado
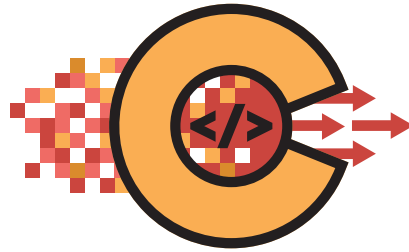
In 2020, Go Code Colorado entered into its seventh year, with two competition tracks – the Business Products Track and the Business Analytics Track. In its second year of a new structure, Go Code Colorado sought to continue to encourage teams to take deep dives into data and to develop market-relevant applications and tools.

In February 2020, we kicked off our Competition with nearly 250 attendees at events in Denver and Grand Junction, and conducted roadshow events throughout Denver, Boulder, Fort Collins, Montrose and Durango. We saw a good mix of returning and new community members, and were excited to see the outcomes of this cycle. In our efforts, we focused heavily on ensuring inclusivity and broadening the diversity of our participants through targeted outreach. We also took a hard look at our competition guide to create clear and consistent messaging and an easy-to-follow format for all participants.

Like many other community-based events we were affected by the state-wide stay at home order in response to the COVID-19 pandemic. In mid-March, the difficult decision to cancel the 2020 cycle of Go Code Colorado was made, and our organizer team shifted gears to look into the future of the Business Intelligence Center and Go Code Colorado.

The following section summarizes the impacts of Go Code Colorado from 2014 to the present.

2020 Go Code Colorado

Community Engagement 2014-2020

Seven Year Community Summary	
Event Series Participants	5,000+
Team Participants	1,000+
Teams	200+
Mentors	250+
Sponsors and Partners	100+
Contacts	8,500+
Email Subscribers	3,000+

Agency Participation

The Business Intelligence Center works across many Colorado (and federal) departments, offices, and agencies. Our datasets are distinguished by the relevance to the business community, quality of metadata, and "freshness" of the update cycle from State Agency sources to the Colorado Information Marketplace.

By working closely with 30 State, County, and City agencies (below), BIC has been able to publish over 300 data sets.

"I have really enjoyed working with Go Code Colorado… [it] provides a fun way for the public to engage in government open data, and has helped the City of Fort Collins better serve our community by connecting us with local groups that want to use our data as well as resources for releasing higher-quality data. This competition benefits so many communities like ours and I'm excited to see what the future holds."

**– Tim Campbell,
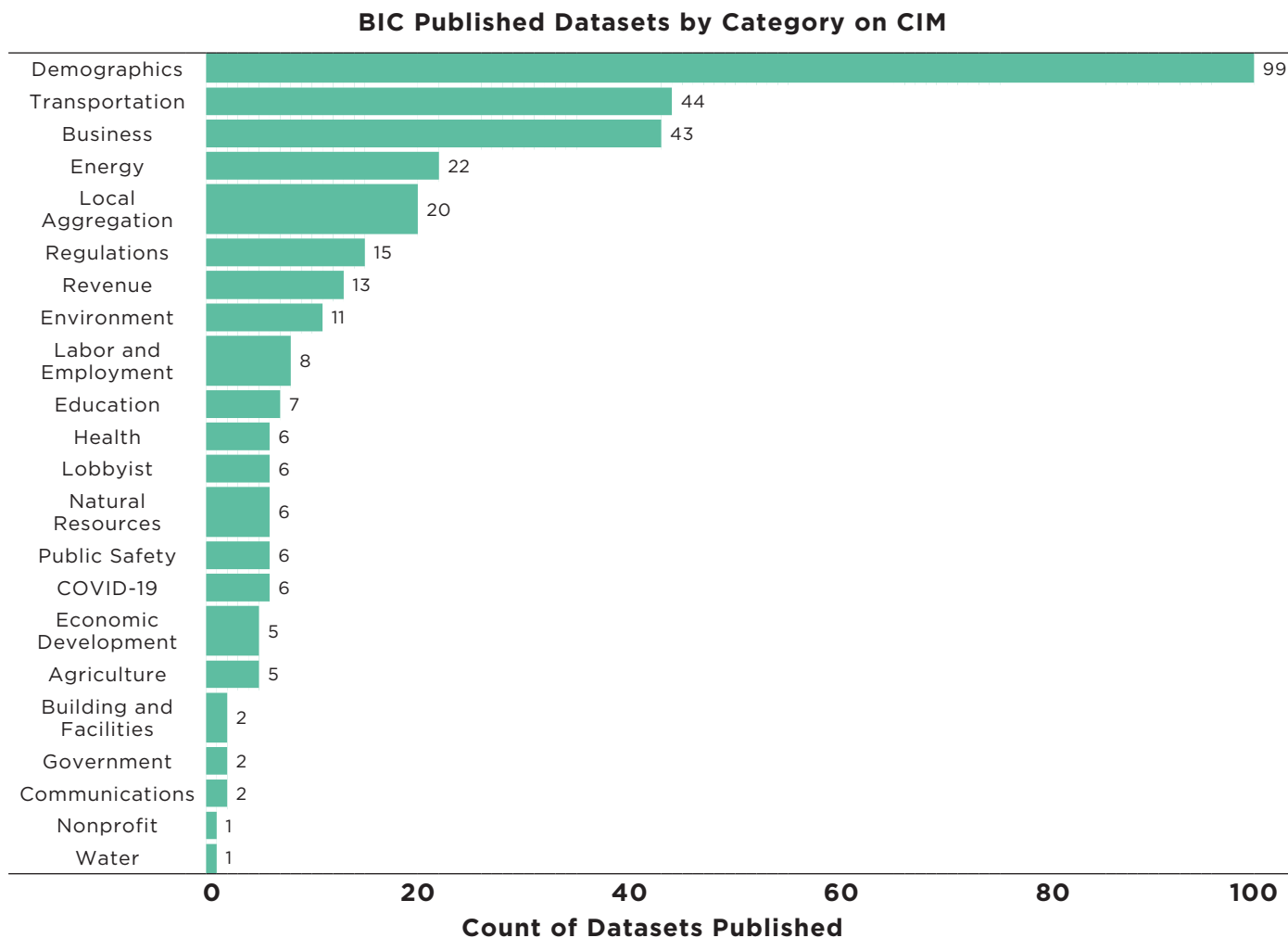City of Fort Collins Open Data Administrator**

2020 Go Code Colorado

Community Engagement 2014-2020

Data Provider Name	Assets Published from Provider by BIC
Alternative Fuels Data Center (Division of Energy Efficiency & Renewable Energy)	1
Bureau of Economic Analysis	2
Boulder County	2
Colorado Department of Agriculture	2
Colorado Department of Higher Education	3
Colorado Department of Labor & Employment	10
Colorado Department of Revenue	25
Colorado Department of State	32
Colorado Department of Transportation	47
Colorado Department of Public Health & Environment	1
Colorado Department of Public Safety	9
Colorado Energy Office	3
City and County of Denver	10
City of Grand Junction	3
Community Collaborative Rain, Hail, & Snow Network	1
Colorado Division of Homeland Security & Emergency Management	1
Department of Local Affairs	113
Department of Regulatory Agencies	3
Colorado Department of Personell & Administration	1
Denver Public Schools	3
Divison of Water Resources	1
Internal Revenue Service	9
Johns Hopkins University	3
Mesa County	1
National Renewable Energy Laboratory	18
Office of Economic Development and International Trade	1
Office of Information Technology & Geographic Information Systems	1
Tri-County Health Department	2
United States Energy Information Administration	8
United States Geological Survey	3

Community Engagement 2014-2020

The important relationship with these agencies means businesses and non-profits can better understand the economy and our communities through data. The table below details the number of data sets that can be evaluated to describe the various aspects of Colorado's business environment:

BIC Published Datasets by Category on CIM

Category	Count
Demographics	99
Transportation	44
Business	43
Energy	22
Local Aggregation	20
Regulations	15
Revenue	13
Environment	11
Labor and Employment	8
Education	7
Health	6
Lobbyist	6
Natural Resources	6
Public Safety	6
COVID-19	6
Economic Development	5
Agriculture	5
Building and Facilities	2
Government	2
Communications	2
Nonprofit	1
Water	1

Count of Datasets Published

"Go Code Colorado is the ultimate level playing field for participants to level up their analysis, software, pitching, and teamwork skills. When everyone is truly welcome and celebrated, amazing outcomes become possible. The hands-on experience every team gets when they participate guarantees an eye-opening experience about the possibilities, both dangers and opportunities, from big data, open data, shared data, aggregation and data protection."

– Toni Rosati,
UX Career Coach/Experience Researcher and Career Coach

Community Engagement 2014-2020

Tech Tools and Community

Go Code Colorado prides itself in offering competitors the latest in tech tools and software to help them succeed during the competition as well as out in the workforce.

Slack is is an instant messaging tool essential to production teams in the data and tech community. The Go Code Colorado Slack workspace is a messaging platform and is the primary way participants engage with each other, event organizers, and technical mentors. Joining the Slack workspace has been a requirement to compete historically.

Go Code Colorado
gocode.slack.com

- **994 Members**
- **65,524 Messages Sent**

GitHub is a technical repository platform that teams use to store their work and competition entries. Go Code Colorado teams use GitHub to store their code and other work in a repository. These repositories are made public one year after they are submitted, and become examples of utilizing public data in business applications and analyses.

Go Code Colorado
Colorado, USA   github.com/GoCodeColorado

- **238 Repos**
- **446 People**
- **238 Teams**

The Colorado Information Marketplace (CIM) is the official Open Data Portal of the State of Colorado. Go Code Colorado competitors are required to utilize one dataset found on CIM. The BIC publishes more data to CIM every year.

COLORADO
Information Marketplace

324 Results filtered by   Authority > Official x   Tags > gocodecolorado x

Data Education Workshops

The mission of the Business Intelligence Center (BIC) is to demonstrate the value of public data as a resource for business decision making. Within this mission, BIC has a goal to inform the Colorado business community about what data is available, and where it lives.

In partnership with the University of Colorado Leeds School of Business's Business Research Division, BIC has conducted eight data education workshops for business, community, economic, and government leaders. As a result, attendees are able to better understand public data and how it can be applied to help solve problems and grow business in Colorado. Attendees also benefit from customized examples to better understand their community. To date, this workshop has been performed in the following locations:

- Colorado Springs
- Durango
- Fort Collins
- Grand Junction
- Hugo
- La Junta
- Loveland
- Hosted Webinar

In addition, BIC, in partnership with the University of Colorado Leeds School of Business, launched a Data Tools eLearning course to teach Coloradans how to access, interpret, and analyze public data via a step-by-step tutorial. Knowing how to access and utilize public data can help businesses with strategic planning and decision making.

Dr. Richard L. Wobbekind

Dr. Richard L. Wobbekind is Associate Dean for Business & Government Relations, Senior Economist and Faculty Director of the Business Research Division and at the University of Colorado Boulder. He joined the faculty at the Leeds School of Business in 1985, and has served as an Associate Dean since 2000. As Faculty Director of the Business Research Division his responsibilities include developing an annual consensus forecast of the Colorado economy and performing various economic impact assessments of the Colorado economy. Dr. Wobbekind also produces the quarterly Leeds Business Confidence Index for Colorado.

Brian Lewandowski

Brian Lewandowski is the Executive Director of the Business Research Division at the Leeds School of Business, University of Colorado Boulder. Brian provides regional business and economic information and education, including economic and revenue forecasts, policy studies, economic impact analyses, and data workshops. Brian has 13 years' experience conducting economic studies at CU Boulder. Prior to CU, he worked in both the private sector and government. He is past-president of the Denver Association of Business Economists.

Business Intelligence Center and Go Code Colorado – A Bright and Inclusive Future

Go Code Colorado has existed as a public data competition since 2014, when public data was largely unavailable, and there was significant lack of awareness of the use of public data to improve Colorado businesses. Public data, and the Colorado community, has evolved significantly since 2014. We've taken the opportunity – in 2019 and 2020 – to adapt to this changing landscape, and to respond to our community and program needs. Our future program provides new opportunities for:

- Statewide accessibility and participation regardless of location or ability

- Engagement from the business community and business professionals

- Opportunities for fully-virtual participation, ensuring the longevity and durability of our program.

Additionally, the Business Intelligence Center (BIC) has grown to encompass more than "just" a competition, and the Go Code Colorado brand has created great brand equity for our programs.

In Spring 2020, the BIC team underwent a thorough evaluation of our programs, and Go Code Colorado to best craft modifications that will be in line with BIC's goals and vision, adapt to changed needs, and create a durable model for the future of BIC.

This process has led us to create a new vision and structure for BIC and Go Code Colorado!

We're excited by the following changes for our 2020/2021 cycle:

- We've created a logo similar to the ones we've all known and loved from our past for the Business Intelligence and Go Code Colorado to share.

  Go Code Colorado:

  - **Business Opportunities Challenge** - Fall
    (to better engage our business communities)

  - **A new event to be announced in early 2021 - Spring**

- Our Competition is fully-virtual - accessible regardless of location or ability to host in-person events, with options for high value, in-person, partner-hosted regional gatherings, when possible

- We're re-invigorating regional partnerships with tech, business, chambers of commerce, etc. as "hosts" of Competition events

Go Code Colorado Updates

Introduction

Go Code Colorado, an initiative of the Secretary of State's Business Intelligence Center, is a competition that challenges multidisciplinary teams to turn public data into useful business insights, analyses, and tools. Since 2014, hundreds of developers, designers, business and marketing professionals, analysts, entrepreneurs, and other big thinkers have participated.

This year, we're excited to offer a new Challenge:

The Business Opportunities Challenge, centered on idea generation with business people throughout the state to identify problems faced by real Colorado businesses that could (in part) be addressed using public data. In this Challenge, teams compete to identify business problems (or "use cases") that could be helped through the use of public data to provide solutions for businesses in Colorado.

In short, teams are tasked to use public data to help businesses (for-profit or not-for-profit) improve their companies and communities.

Timeline

BUSINESS OPPORTUNITIES CHALLENGE - FALL

- **RECRUITING PARTICIPANTS**

  and engaging community partners will occur in September and October

- **COMPETITION SATURDAY** will occur in October

- **INDEPENDENT WORK**

  will run from Competition Saturday in October through mid-November

- **ORGANIZER OFFICE HOURS & MENTORSHIP PANELS**

  will be held in Late October

- **SUBMISSION DEADLINE** is mid-November

- **FINALISTS ANNOUNCED** in early December

A NEW EVENT TO BE ANNOUNCED IN EARLY 2021 - SPRING